



How To Leverage HubSpot To Create Smart Ad Campaigns

Nothing in business ever stays the same. This is especially true when it comes to advertising and ad campaigns. Statista analyzed in 2020 on media advertising and found that more than \$250 billion would be spent on advertising. This is the most significant amount spent on media advertising ever in U.S. history. Because of the large amounts spent on advertising, in addition to traditional and current social media advertising platforms, new platforms are being created regularly to promote your product, service, or business.

With the amount of money spent and the number of platforms to promote your business, the big question is how to find the right one to promote yourself. And once you choose, how do you make the ad? HubSpot helps you bridge the gap between a good ad campaign and a great one. They provide an easy solution to creating, implementing, and completing a successful ad campaign. Let's take a look at how they do it.

Landing Pages

When starting an ad campaign, it's essential to understand landing pages' role in the big picture. Landing pages provide potential customers with direct access to information or some sort of asset that is important to them. They're an easy add-on to your social posts, blog posts, and email

campaigns. It also provides the opportunity for a targeted call-to-action that helps you gather information to qualify the person as a lead or just a visitor.

HubSpot provides plenty of tools to help you create landing pages that attract visitors. They offer starter templates to help you make sense of the page without reinventing the wheel whenever you want to create a landing page for something new. You can add common elements (modules) like images, videos, forms, buttons, etc. Each piece plays a specific role on your landing page, and HubSpot helps you leverage these tools to help visitors find you and discover what you're about.

Forms

Forms provide you with a way to obtain valuable information to start nurturing people down your sales funnel, qualifying them as viable leads, and eventually getting them to contact the sales team. Everyone knows that a contact form is an essential piece of any website, but it can be used in various ways. You can use a simple form collecting a name and email address for downloadable content like an infographic, eBook, or checklist relevant to the customer's needs.

No matter what the form does, HubSpot provides a way to create, link, and automate forms in one place. They provide templates on their own site, but you can also use a non-native contact form and still collect the data to use in your HubSpot ad campaign. This functionality allows you to collect information, analyze the data, and move the contact down the marketing and sales funnel.

Emails

Email is an essential part of your ad campaign. It generates interest and helps you engage with the contacts collected from your forms or existing contacts. Email lets you provide news and updates, send promotional offers, and even ask for feedback from existing customers. The best-performing emails are personalized, consistent with your brand, and deliver relevant information to your ideal customer.

HubSpot provides a variety of email templates and automation. Within the tool, you can create personalized email campaigns that run automatically in your set sequence. In addition to pushing the email campaign out, HubSpot collects crucial information about how your campaign is performing. Understanding the performance of your campaigns

helps you adjust and hone your email campaign to reach the people who are most likely to make a purchase.

Social Media

Everyone knows that social media is a beast when it comes to creating ads and increasing brand awareness. Don't let the beast intimidate you. Your market research should have already been completed to determine what platforms best suit your business. However, keeping track of each paid ad or promotional post on each platform can be cumbersome and difficult.

Not to mention, each platform has metrics to track and analyze. HubSpot provides tools to centralize your social media and help you keep track of things. HubSpot's social media integration is only available for Marketing Hub Professional and Enterprise customers, but it helps drive your social content to the next level. With HubSpot's social media tool, you can:

- Link all your social media accounts in one tool
- Create and publish social media posts
- Publish social content automatically, allowing you to create multiple posts and set different publishing dates
- Monitor responses and analyze traffic and effectiveness of the posts

When social media is so powerful, HubSpot gives you a powerful tool to help manage your social content.

Analyze Campaign Effectiveness

No campaign is complete without tracking its effectiveness and performance. Sure, you can collect many email addresses from a form on a landing page or a social media post, but without data on how they found you, who they are, and the depth of engagement, you're just shouting into the void and hoping someone hears you.

HubSpot provides the tools you need to track and analyze the performance of every part of your ad campaign. With a powerful dashboard, you can separate data by channel, engagement, and more. All to help you continue to build ad campaigns that resonate and bring qualified leads to your sales teams.

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1 Email Blast for Newsletter Subscribers	
Email Subject — MAX 45 Characters Short tease for why open this email?	Learn the secret to creating a smart ad campaign
Email Preview/Teaser — 40 to 130 characters Longer tease for why open this email - visible before you open the email next to the subject.	Nothing in business ever stays the same. This is especially true when it comes to advertising and ad campaigns. But how do you create a campaign that resonates?
Email Body — 100 to 300 words You are selling someone on why they should click over and read the article.	<p>According to recent research, more than \$250 billion was spent on advertising in 2020. That's two-hundred-fifty <i>billion</i> dollars. The most ever seen in U.S. History.</p> <p>That's a lot of money being spent on ad campaigns built to attract customers, make sales, and keep customers loyal to your brand. You may not have that kind of budget for your advertising, but you can create smarter ad campaigns that look like you do.</p> <p>Learn all the essentials for creating a smart ad campaign and use the tool that consolidates all the parts into one, central location.</p> <p>Automate emails, social posts, collect form data, and get accurate reporting all with one powerful tool. [[LINK HERE]]</p>

Meta Description		
No more than 150 characters. Meta MUST include the keyword, be actionable, and tease someone into reading this article.		Creating a smart ad campaign can be a challenge. Learn how HubSpot tools help you create campaigns that work.
Three Social Posts		
Three short (~50 words each) sales pitches - you should read this post because <ul style="list-style-type: none"> • you'll learn something • solve a problem • or miss out on something. 	1	Does your current ad campaign software let you consolidate each branch in one location? If it doesn't, you need to be using a tool that centralizes everything, so you don't have to do it manually. [[LINK]]
	2	Smart ad campaigns require a lot of time, effort, and money. They cost even more if you're trying to keep track of each part individually. Learn how to create smart ad campaigns with one powerful tool. [[LINK]]

	3	Learn how to create, automate, and consolidate every part of your ad campaign with one powerful tool. Save time and money by creating smart ad campaigns that do the work themselves and let you focus on your business. [[LINK]]
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